
The International Telecommunication Union in the framework of the Leadership Coalition of the EQUALS Global Partnership for Gender Equality in the Digital Age and the Generation Equality process offers the

Online Training Course on

MANAGEMENT SKILLS FOR WOMEN ENTREPRENEURS IN TECH

1 October – 12 December 2021

TRAINING COURSE OUTLINE

COURSE DESCRIPTION

Title	Management skills for Women Entrepreneurs in Tech
Objectives	Introductory course aims at providing basic Project Management and other leadership skills for Women entrepreneurs in the tech sector
Dates	1 October 2021 – 12 December 2021
Duration	5 weeks
Registration deadline	1 October 2021
Training fees	Free
Course code	21OI26637MUL-E

DESCRIPTION OF THE TRAINING COURSE

Meaningful participation in the digital economy requires unfettered access to ICT tools. Improving the economic standing of women requires equipping them with the tools and skills to adapt successfully to the evolving requirements of our increasingly knowledge-based and ICT-driven economies.

Public private partnerships and collaboration among different stakeholders are crucial to bridge the gender digital divide. This is why launched in 2016 by founding partners the International Telecommunication Union (ITU), GSMA, the International Trade Centre (ITC), the United Nations University and UN Women, the EQUALS Global partnership contributes to the UN Sustainable Development Goals in three areas (Access, Skills and Leadership) underscored by evidence-based research to ensure gender equality in the tech sector.

As in most STEM-oriented field areas, women representation in the area of technology entrepreneurship remains low. Globally, only 17.3% of all VC funding deals go to companies with at least one female founder, while only 4.6% go to those with exclusively female founders (FT, 2019). In terms of SME ownership, ITC's SME surveys show that only one in five business owners and/or managers are women, while the 2018 EQUALS report on Gender Equality cites that 19.5% or less of senior management positions in technology firms are held by women.

To improve the success of women entrepreneurs in Tech, we have designed this course to cover basic but critical skills needed for daily operations of already established companies by women. The course covers the most needed topics related to Project Management and Leadership in entrepreneurship such as:

- Planning and budgeting
- Team management and performance
- Making partnerships
- Negotiations
- Storytelling and sales
- Scale-up of the business
- Access to finance
- Basics of Project management
- Tools and key documents for managing IT projects
- Introduction to Agile approaches for managing projects

LEARNING OUTCOMES

At the end of this course, the participants should be able to:

- Understand the benefits of planning and budgeting for their company
- Create a strategic plan and annual budget for their company
- Understand the difference between a team and a group
- Know the different roles in a team
- Recognize good practices for team management
- Understand the need and importance for performance appraisals of employees
- Recognize importance of partnerships: cooperation vs competition
- Understand the key steps for establishing partnerships
- Understand the sales process
- Know how to use storytelling for sales of products and services
- Understand the key concepts of negotiations with partners and clients
- Understand strategies and steps for scaling up the business
- Understand options for access to finance and how to find support for it
- Understand the project management principles
- Know the basic project management processes and key tools
- Understand the benefits and challenges of traditional and agile approaches

TARGET POPULATION

Primarily is open to women entrepreneurs in tech sector, from start-ups to established business owners with up to 50 employees and, secondarily, for other women enrolled in studies related to ICTs or working in the sector. The geographical focus is on women from developing countries.

ENTRY REQUIREMENTS

The selection process for this course will be carried out by ITU according to the following criteria:

- Places are limited;
- Priority will be given to Women entrepreneurs in the technology and digital sector;
- Geographical distribution will be considered;
- Have good command of the English language;
- Have access to the internet to take the course;
- Have time available to carry out the activities that the course demands (approximately 1 hour per day)
- The ITU will only contact those selected for the course.

TUTOR

Jasmina Trajkovski



Jasmina Trajkovski, PhD is an Information Security expert and entrepreneur with over 15 years of experience. She has a mix of business, management and technical educational background, and direct experience in leading an IT consulting company. As seasoned trainer she has developed trainings in areas such as risk, leadership, IT project management, strategic management, and has delivered them in both traditional and online mode. These trainings have been tailored to technical professionals but as well for managerial staff. Over the past 10 years she has supported organization from various developing and developed countries, commercially or as part of donor supported initiatives.

TRAINING COURSE CONTENTS

The course will cover the following topics of Leadership and Project management:

Planning and budgeting

This topic covers the basics of management systems – the PDCA cycle and focuses on the first step – the Planning. We will elaborate on various types of planning such as strategic, operational and financial planning and their importance for an owner/manager to use in her daily life for running the business. Specific guidance and templates for planning and budgeting will be elaborated.

Team management and performance

This topic covers the human aspect of running a business. How to create a team and not just be a group of individuals, and to understand the specific roles that exist in teams. We will elaborate on good practices for team management and will put special emphasis on growing the individuals through performance appraisals.

Making partnerships

This topic covers the basics of partnering, the concepts of cooperation and competition and tips and guidance on how to get ready for making partnerships. We will as well cover the steps for making partnerships and some basic elements of the partnering agreements.

Negotiations

This topic covers the key concepts of negotiations for business both with partners and with clients. It will provide guidance on how to approach negotiations and how to come to a successful conclusion.

Storytelling and sales

This topic covers the sales process, and how to use storytelling to improve the sales. It will as well cover the differences of B2C, B2B and B2G sales as well as selling of products, services and custom-designed solutions.

Scale-up of business

This topics covers the elements or issues with growth of business such as expansion to new markets or new products and increase of number of staff, and how to get ready for them.

Access to finance

This topic covers the basics of access to finance that is needed for the growth of the business and scale up of operations. It will touch upon types of finance as well as usual support that exists for access to finance.

Basics of Project management

This topic covers the basics of project management, key concepts and principles. It will as well elaborate on the main project management processes.

Tools and key documents for managing IT projects

This topic covers the main tools used in project management as well as the key documents needed for successful initiation and completion of the project. We will provide specific guidance and templates with tips on usage.

Agile approaches to managing projects

This topic covers the agile project management approaches, and their pros and cons. As well we will provide a comparison between agile and traditional methods and guidance when it is better to use which method for your project.

TRAINING COURSE SCHEDULE

Week / Session	Topic	Exercises and interactions (estimated time)
Week 1	<ul style="list-style-type: none"> Open of the platform and launch of the course 	Platform week 1 -Get familiar with the ITU Academy platform (1h) Webinar 1 - Opening of the Course & Online Networking (1h) Forum 1 – Introduction of yourself and the company you represent (1h)

Week 2	<ul style="list-style-type: none"> • Planning and budgeting • Team management and performance • Making partnerships 	<p>Platform content week 2 (1h)</p> <p>Webinar 2 – Delivered by UN Women (1h)</p> <p>Forum 2 - Draft of a Business Model Canvas (1h)</p> <p>How-to exercise for planning and budgeting (1h) Case study for cooperation included in the content of the week (0.5h)</p> <p>Additional reading on teams</p>
Week 3	<ul style="list-style-type: none"> • Negotiations • Storytelling and sales • Scale-up of business • Access to finance 	<p>Platform content week 3 (1h)</p> <p>Webinar 3 – Delivered by ITC SheTrades (1h)</p> <p>Forum 3 – Scale up strategies for own company (0.5h)</p> <p>Case study on negotiations (0.5h)</p> <p>Video: sample use of storytelling for sales Additional reading on scale up strategies Additional reading on access to finance</p>
Week 4	<ul style="list-style-type: none"> • Basic of Project management • Tools and key documents for managing IT projects 	<p>Platform content week 4 (1h)</p> <p>Webinar 4 – Tutoring on IT projects (1h)</p> <p>Forum 4 - Sample project charter – participants will fill in for own project or potential project idea (1h)</p> <p>Additional reading on project management</p>
Week 5	<ul style="list-style-type: none"> • Agile approaches to managing projects 	<p>Platform content week 5 (1h)</p> <p>Webinar 5 – Tutoring on Agile and Closure of the Course (1.5h)</p> <p>Forum 4 - Case study – traditional vs agile (0.5h) Participants will read the case and elaborate which model would they choose and why.</p> <p>How-to exercise for building a backlog (1h) Participants will develop a backlog for a client request ie. With the list of activities, they need to do to get it developed.</p> <p>Additional reading on agile principles</p>

METHODOLOGY (Didactic approach)

This course will include self-paced presentations covering the topics, supported with interactive elements to make sure the content is understood and put in context.

The interaction will be through thematic webinars, quizzes, case studies, exercises and assignments.

In addition to the presentations, there will be additional optional materials such as readings provided and videos where relevant.

EVALUATION AND GRADING

This course will be conducted online / asynchronous. The methodology that guides this course will be primarily participatory. The methodological strategy used for the development of the course proposes to the participant a variety of activities. Active participation is expected through taking part in the quizzes, reading of the available reference material, written contributions to the forums and / or talks, attendance to webinars delivered by EQUALS partners, and the presentation of an exam at the end of the course. Where:

- Forum posts for the 5 weeks will be awarded 30 points in total
- Participation in the Zoom webinar sessions will be awarded 30 points in total
- Final Exam will be assessed by 60% of correct answers from a set of 20 multiple choice questions worth 2 points per question

The forum posts with assignments will account for 30% of the total score, the zoom webinar sessions 30% of the total score and the final exam 40%.

To successfully complete the course the participant must finish all the modules and have a total score of 60%. Participants who pass the course will receive a Certificate issued automatically by the system. Participants that in addition actively participate in all webinars and submit all assignments with a total score of at least 80% will receive a distinction certificate.

TRAINING COURSE COORDINATION

Course coordinator: Loly Gaitan	ITC coordinator: Topias Tamminen UN Women coordinator: Diana Rusu
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REGISTRATION

ITU Academy portal account

Registration and payment should be made online at the ITU Academy portal.

To be able to register for the course you **MUST** first create an account in the ITU Academy portal at the following address:

<https://academy.itu.int/user/register>

Training course registration

When you have an existing account or created a new account, you can register for the course online at the following link: <https://academy.itu.int/training-courses/full-catalogue/management-skills-women-entrepreneurs-tech>

You can also register by finding your desired course in our training catalogue <https://academy.itu.int/training-courses/full-catalogue>